

ABSTRAK

Memasuki era globalisasi perkembangan teknologi komunikasi khususnya teknologi informasi semakin maju. Banyaknya media-media sebagai sumber informasi akan membantu mempermudah masyarakat untuk mendapatkan informasi yang dibutuhkan. Menarik untuk diteliti serta dibahas akan pola penggunaan media massa pada masyarakat desa Kloangpopot Kecamatan Doreng Kabupaten Sikka yang mana sesuai dengan keadaan sebenarnya di lapangan bahwa media yang berkembang serta digunakan oleh masyarakat desa Kloangpopot selama ini adalah media cetak serta elektronik. Titik tolak bagi “Teori Media Pembangunan” yang terdiri tentang media massa menurut Denis McQuail ialah adanya fakta beberapa kondisi umum negara berkembang yang membatasi aplikasi teori lain atau mengurangi kemungkinan masalahnya. Salah satu kenyataan adalah tiadanya beberapa kondisi yang diperlukan bagi pengembangan sistem komunikasi massa seperti : (1). Infrastruktur Komunikasi, (2). Keterampilan Profesional, (3). Sumber daya produksi dan budaya, (4). Audiens yang tersedia (Denis McQuail 1987). Penelitian ini dilakukan dengan menggunakan metode penelitian deskriptif. Metode penelitian ini bermaksud untuk membuat deskriptif mengenai situasi-situasi atau kejadian-kejadian. Sesuai dengan hasil penelitian oleh peneliti di lapangan bahwa pola penggunaan media massa oleh masyarakat Desa Kloangpopot sangat bervariasi tergantung media yang digunakan, penggunaan koran oleh masyarakat yaitu masih secara bersama-sama dalam membaca koran yang ada di Desa Kloangpopot, sama halnya dengan penggunaan media televisi dan radio yaitu masyarakat masih kurang menggunakan media televisi dan radio karena terhambat oleh faktor ekonomi, transportasi serta infrastruktur, sehingga pada pola penggunaan masyarakat masih sangat tertinggal. Bentuk penggunaan media massa pada Desa Kloangpopot dengan cara secara-bersama sama merupakan hal yang terjadi pada masyarakat Desa Kloangpopot sekarang ini yang diakibatkan dengan sumber daya manusia yang renda serta fasilitas dan infrastruktur yang belum memadai.

ABSTRAK

Entering a globalization era, a communication technology development especially information technology was increasingly advance. The many of media as information source would help to simplify people to get information needed. Media had an important role in today's lives. It was interested to study and also to discuss on mass media use role in the society of Kloangpopot village Doreng district, Sikka Regency that according to field actual condition that the media developed also used by people of Kloangpopot so far was printed and electronic media. Starting point from "Development Media Theory" that consisted of mass media according to Denis McQuail was facts of some developing countries general condition that limited other theory application or minimize problem. One of realities was there was no condition needed for mass communication system development such as: (1) Communication Infrastructure, (2) Professional Skills, (3) Production and Cultural source, (4) audience available (Denis Mc Quail 1987). In the development process and also information world era advance was a very complex need, newspapers, television and radio were able to deliver various information both locally and nationally was still people choice of Kloangpopot village, Doreng District, Sikka Regency. This research was aimed to make a description on situation and events where it was not only information nor data setting but also analyzed and translate data to obtain its meanings. According to a field research result that mass media was varied depended on who were the users and their mobility. People of Kloangpopot in consuming mass media was classified in very low according to statistical data obtained by local village office could be viewed that population who resided the village area were farmers. Mass media use was constrained by some factors namely economic, transportation and facilities. It constrained mass media uses jointly. Television mass media use pattern for Kloangpopot village was still very limited, television mass media by people was limited so that people jointly to be able to watch it. This subject was same with people newspaper mass media and radio still used an old pattern namely to get newspaper and radio interchangeably one to another in reading newspaper.